

INSIDER  
INTELLIGENCE

| eMarketer®



# 2023 B2B MEDIA PROGRAMS

REACH

ENGAGE

INFLUENCE

# Intro

For over 20 years, eMarketer, an Insider Intelligence brand, has been trusted by CMOs as the most comprehensive source of information on how to operate in a digital world, offering transparently sourced and vetted data from thousands of sources that provide unparalleled insight into changing consumer behaviors.

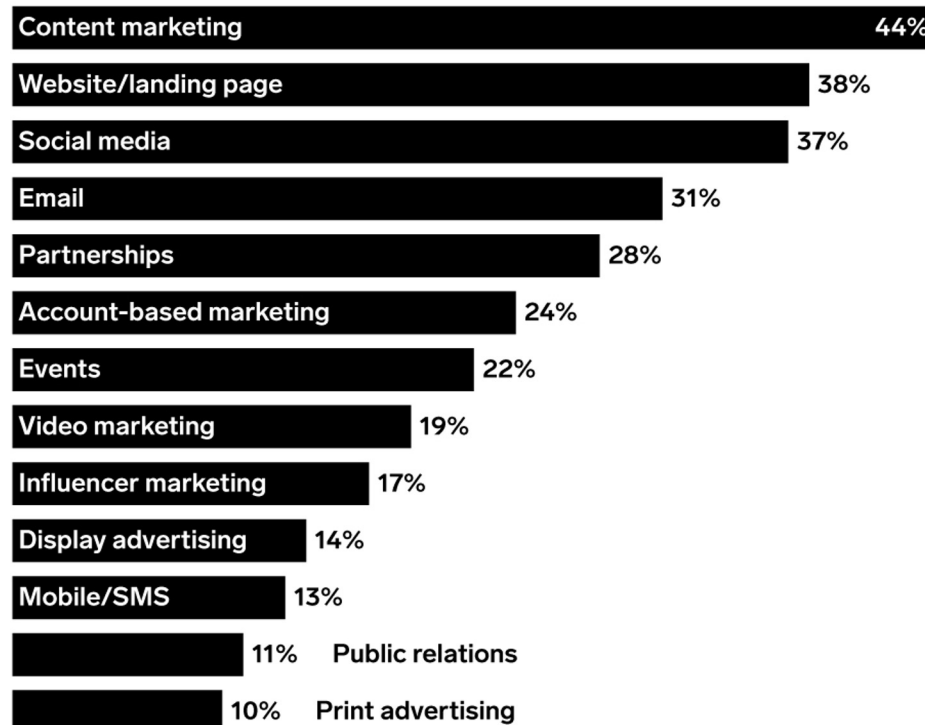
eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. They consume eMarketer media regularly for quick and easy access to the objective information they need to make better, more informed business decisions.

eMarketer is also relied upon as a top B2B performance marketing vehicle for generating awareness, distributing thought leadership and driving demand.

eMarketer's media is relevant to our readers. As our editorial sets the stage for an informed conversation about the state of digital transformation, advertising messages are complementary. eMarketer provides the what, where, when and why—while advertisers contribute the who and how. Together, we complete the educational journey for our audience.

## Channels/Tactics US B2B Marketers Feel Will Contribute Most to Business Growth

% of respondents



Note: in the next year

Source: Act-On and Ascend2, "The B2B Perspective on Multi-Channel Marketing," July 27, 2022

278157

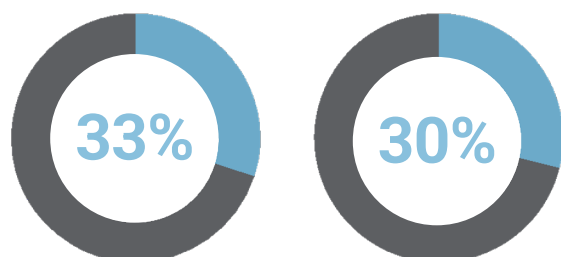
eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

From custom content and live video sponsorships to display, email, content syndication and ABM programs, eMarketer offers advertisers a trusted environment to execute top performing B2B marketing tactics -- backed by analyst research, forecasts, data, and insights.

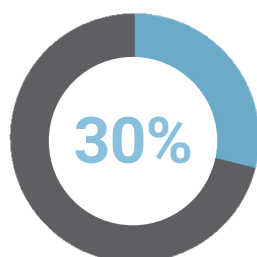
# Audience Demos



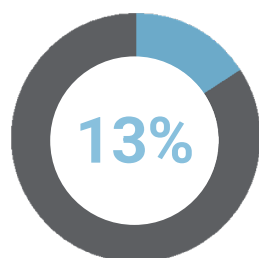
## Marketers That Matter to You Rely on eMarketer



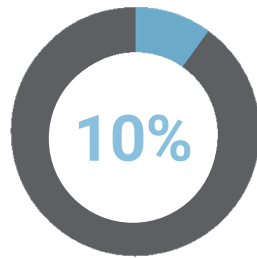
Agency



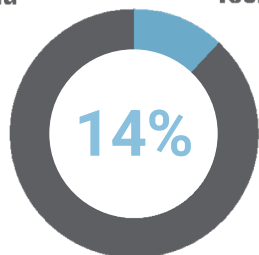
Brands



Media



Technology



Other

### Have Buying Power

**82%** Specify and/or authorize purchases

### Budget Authority

**83%** Top Executives & Management

### Interest in Your Solutions

**82%** Marketing/Advertising/  
Analytics/CX/Ecommerce/  
Product Management/  
Strategy functions

### And Dollars to Invest

**21%** Revenues of \$1b+  
**41%** Revenues of \$10m-\$999m  
**38%** Revenues up to \$10m

\*of those who reported revenue

\*Demos based on Annual Visitor Survey, 2022

# Around the Globe

eMarketer Matters to Marketers

"The eMarketer audience is exactly who we need to engage senior level brand marketers. The content quality as well as the leads generated via eMarketer programs help us stand out in a sea of industry noise."

—Paul Severini, Chief Sales Officer, AdTheorent



**450,000+**

monthly unique  
site visitors



**420,000+**

total newsletter  
subscribers



**66,000+**

average plays  
per month

## Social Media Followers



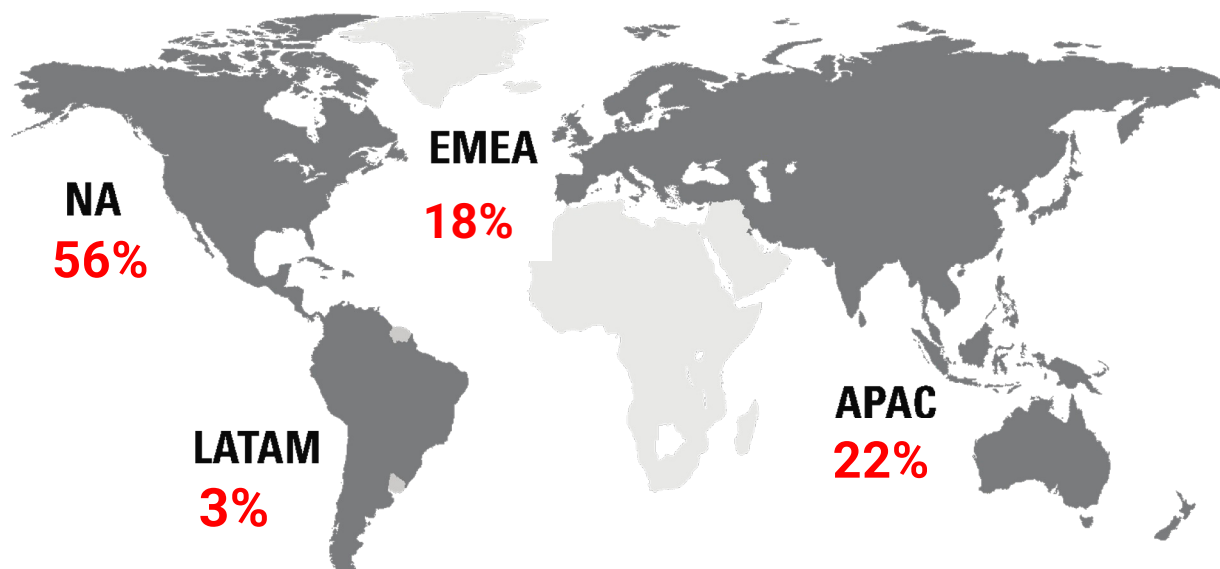
**287.6K**



**82.1K**



**34.5K**





# Sample Readers



OmnicomGroup



PEPSICO



VISA

publicis  
sapient

Deloitte.

Walmart



JPMORGAN  
CHASE & CO.



amazon

Anthem



Disney



Coca-Cola



CVS Health

verizon

Johnson & Johnson

ORACLE

COSTCO  
WHOLESALE

FedEx

Kroger



LOWE'S



AT&T



Liberty  
Mutual



COMCAST

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eMarketer

# Broad Reach Programs

## eMarketer Daily Newsletter

**125,000+ subscribers**

The flagship newsletter delivers data and insight into the digital transformation of media and marketing.

## Chart of the Day Newsletter

**20,000+ subscribers**

Daily chart packed with data and key statistics on the biggest trends in today's most disruptive industries.

## Behind the Numbers Podcast

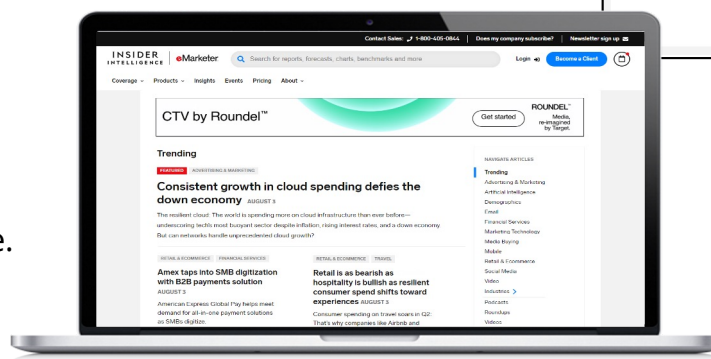
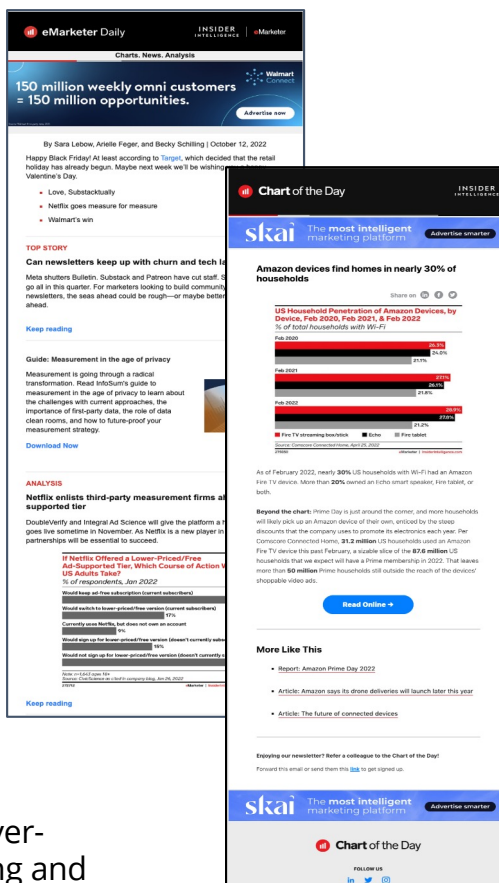
**66,000+ average monthly plays**

This daily podcast helps listeners make sense of the ever-changing worlds of digital media, marketing, advertising and technology. We keep our audience up to date, provide thought provoking analysis and have a little fun along the way.

## Display Advertising

**450,000+ monthly unique visitors**

Reach our audience where they engage with research, forecasts, articles, charts across our site and social channels (see example). ROS, Geo, Category, and Domain/ABM targeting available.

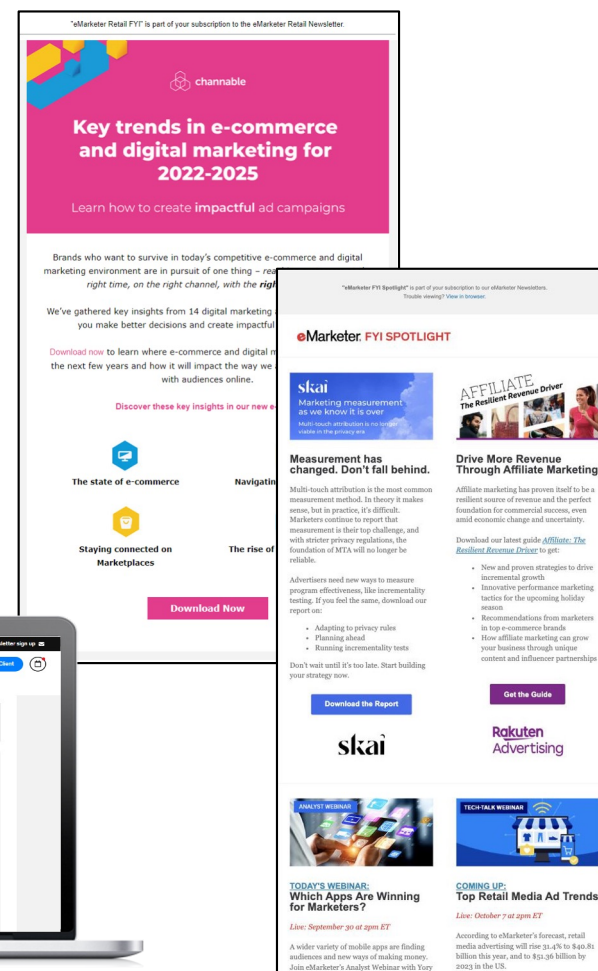


**FYI** (dedicated email)

**253,000 WW subscribers**

**130,000+ NA subscribers**

100% or 25% SOV. Deliver your message directly to your target audience. Highly effective for lead generation. Region, country, industry, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.



**BRANDING & AWARENESS**

**INSIDER INTELLIGENCE** | **eMarketer**

## Retail Focused Programs

# Retail Daily Newsletter

**57,000+ subscribers**

Daily trends and forecasts into retail, ecommerce, and the major players in the industry. This number-based newsletter provides quick and actionable insights to our readers.

## Retail FYI *(dedicated email)*

**86,000 WW subscribers**

**50,000 NA subscribers**

100% or 25% SOV. Deliver your message directly to our retail and ecommerce audience. Highly effective for lead generation. Region, country, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.

# Reimagining Retail Podcast

**9,100+ average monthly plays**

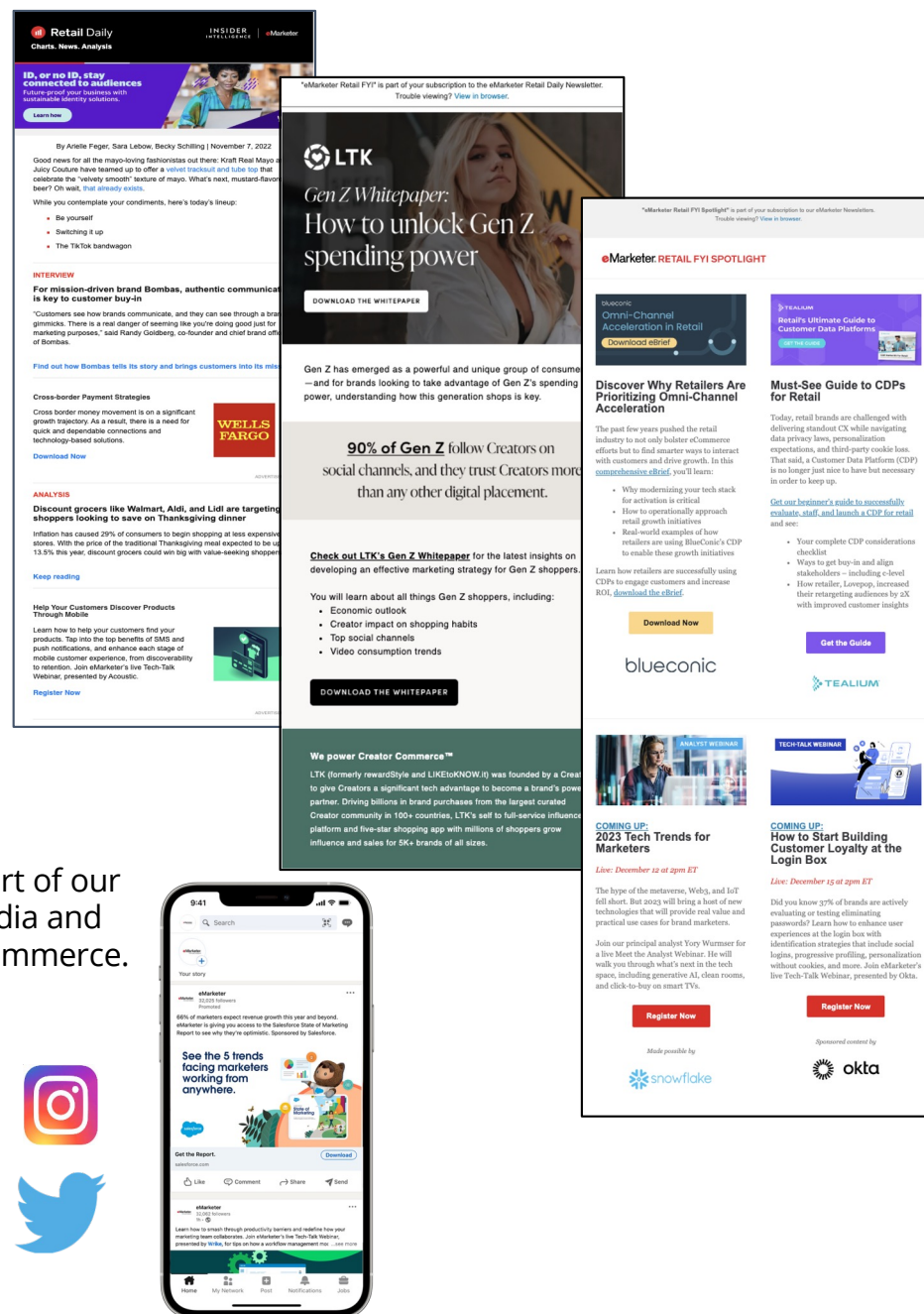
A weekly podcast that delves into retail's convergence with every part of our lives and every part of the digital media ecosystem—from retail media and social commerce to the relationship between digital and physical commerce.

# Display Advertising

**450,000+ monthly unique visitors**

Large SOV within the Retail and Ecommerce category.

Geo and Domain/ABM targeting available.



## TARGETED REACH

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# Audience Deep Dive

## Retail, Commerce & CPG Brands

WILLIAMS-SONOMA

**HERSHEY**  
THE HERSHEY COMPANY



**TJX**

ESTÉE LAUDER



**BEST  
BUY**

amazon

NORDSTROM

★ macy's



PEPSICO

L'ORÉAL

**COSTCO**  
WHOLESALE

ULTA  
BEAUTY



Walmart

TOMMY HILFINGER

carter's

Crate&Barrel



**KOHL'S**



ebay

wayfair



LVMH

SHISEIDO

G A P

### Sample Titles

- Chief Brand Officer
- Chief Ecommerce Officer
- Chief Marketing Officer
- EVP Marketing & Merchandising
- Executive Director, Ecommerce
- Head of Advertising Monetization
- Director of Customer Experience
- Director Digital Transformation
- Director Marketing Strategy
- Director Consumer Insights & Engagement

TARGETED REACH

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# Financial Services Focused Programs

## Banking & Payments Newsletter

**75,000+ subscribers**

Stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

## Financial Services FYI *(dedicated email)*

**119,000 WW subscribers**

**35,000 NA subscribers**

100% or 25% SOV. Deliver your message directly to our financial services audience. Highly effective for lead generation. Region, country, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.

## The Banking & Payments Show Podcast

**1,100+ average monthly plays**

Semi-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.

## Display Advertising

**450,000+ monthly unique visitors**

Large SOV within the [Financial Services category](#). Geo and Domain/ABM targeting available.



### What financial brands need to know to market successfully today

As the economic outlook shifts weekly, the impulse to pause financial institution (FI) marketing outreach is understandable. Resist it.

Past recession history shows that increasing your marketing investment during recessionary times improves ROI, while brands that cut spending risk losing market share. But what's the best way to move forward?

For guidance, read [the best course for financial marketers](#) to get an overview of the often key takeaways FI marketers need to succeed.

Download Now

Source: Analytics Partners

### INSIDER INTELLIGENCE | eMarketer FINANCIAL SERVICES FYI SPOTLIGHT

**The Value of Slack for Marketers**

We commissioned Forrester Consulting to conduct a robust series of surveys and interviews with companies using Slack for their marketing teams.

- Surveyed companies launched 15% more campaigns annually
- Surveyed companies increased revenue by 9.1% with Slack
- Slack improves the marketer experience

Download the Study

**COMING UP: Political TV Advertising**

May 19 at 2pm ET

Today, a successful media strategy needs a holistic approach that includes all things digital. This holds true for all industry verticals, including political advertising.

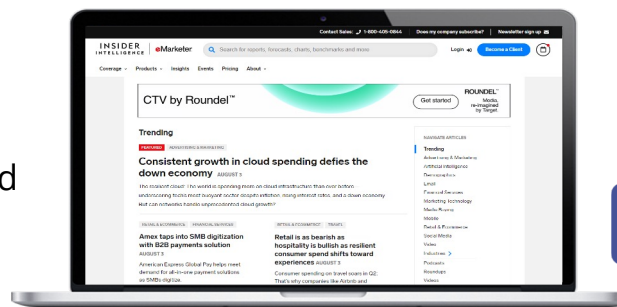
Join us for this Tech-Talk Webinar to learn three elements of a political campaign TV strategy and how to maximize with a multistep approach that includes connected TV and OTT.

Register Now

Sponsored content by

slack

NYI NEW YORK INTERCONNECT



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# Audience Deep Dive

## Financial Services Brands

BANK OF AMERICA



MetLife

Goldman  
Sachs

Capital One

Klarna.

BARCLAYS

PayPal

Santander

WELLS  
FARGO



BANK OF CANADA  
BANQUE DU CANADA

AARP



Fannie Mae

StoneX

AMERICAN  
EXPRESS

Freddie Mac

USAA

JPMORGAN  
CHASE & CO.

NEW  
YORK  
LIFE

PROGRESSIVE

MassMutual



Nationwide

NYSE

mastercard

NAVY  
FEDERAL  
Credit Union



Northwestern Mutual

Morgan Stanley

VISA

### Sample Titles

Chief Marketing Officer  
Chief Revenue Officer  
AVP, Member Experience  
AVP, Product Strategy  
VP of Advertising  
VP of Digital Marketing  
VP of Payments  
Consumer Banking Head  
Director of Customer Experience  
Senior Director of Marketing

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eMarketer

# Introducing Studio ii

eMarketer is the only B2B digital publication that allows advertisers to align your brand with relevant analyst research, forecasts, data and interviews. We give advertisers the media platform to build thought leadership. And now, we are offering full-service creative productions from Studio ii.

Studio ii offers a wide range of video and content creation, to include live webinars, surveys, custom research, immersive storytelling, social video teasers, infographics, professionally produced video or editorial interviews, as well as other exclusive content to help you move leads through the funnel.

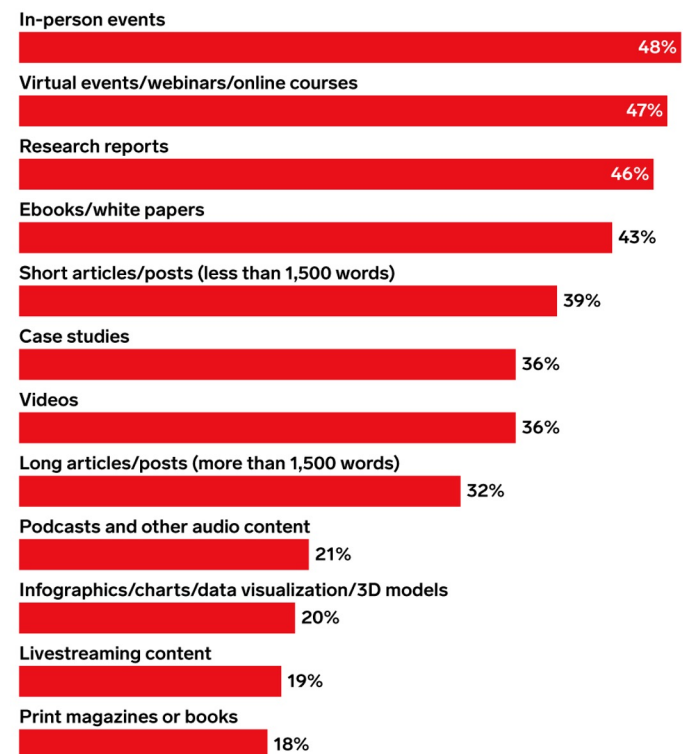
Produced by our editorial experts and backed by leading industry data, Studio ii products are designed to drive results, increase engagement and build loyalty with your target audience.

**“eMarketer is a great media partner. The live webinars help Neustar connect with top prospects effectively by delivering qualified leads. We especially appreciate the Meet the Analyst program and having brand association with eMarketer’s well-regarded analysts.”**

**—Michael Schoen, SVP / GM, Marketing Solutions, Neustar, Inc.**

## Content Types That Produced the Best Results According to B2B Marketers Worldwide, July 2022

% of respondents



Note: in the past 12 months  
Source: Content Marketing Institute (CMI), MarketingProfs, "12th Annual B2B Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022" sponsored by ON24, Oct 19, 2022

279946

eMarketer | InsiderIntelligence.com

# Native Videos & Articles

## Native Video

A sponsored video within the editorial environment of one of our four newsletters. Submit a three-to five-minute script to Studio ii, and we'll work with you to ensure your content captivates our audience.

Remarks and more


### The marketer's superpower: Building community | Sponsored Content


This sponsored video was contributed by Meta.

Video by Daniel Caridi | Sep 20, 2022

#### Advance Your Business With Community

Learn how by downloading our Community for Brands playbook





SHARE

TOPICS

- SOCIAL MEDIA MARKETING
- CUSTOMER EXPERIENCE
- BRAND MARKETING
- WORLDWIDE
- UNITED STATES

Community for Brands Playbook

Want more research?

Sign up for the eMarketer Daily Newsletter.

Business Email

Sign up

☐ California Resident  
By clicking "Sign Up," you agree to receive emails from Insider Intelligence (e.g. PDFs, partner content, webinars, and other offers) and accept our [Terms of Service](#) and [Privacy Policy](#). You can opt out at any time.

ADVERTISEMENT

#### Learn How Community Can Drive Business

Here at Meta we've seen digital communities add value across a wide variety of business goals from customer support to acquisition. We created our Community for Brands playbook to showcase why it's important for organizations to invest in community and share best practices to help you succeed.

[Download the playbook today.](#)

## Native Article

A sponsored byline within the editorial environment of one of our newsletters. Submit a timely whitepaper, thought leadership article, case study, etc.

INSIDER INTELLIGENCE | eMarketer

Search for reports, forecasts, charts, whitepapers and more

Connect Sales | 1-800-451-4515 | Download research subscription | Newsletter sign up

Company | Products | Insights | Pricing | About

### The evolution of podcast advertising: What's next for marketers? | Sponsored Content

This sponsored article was contributed by Spotify Advertising.

Article | Sep 15, 2022

#### New to podcast advertising?

Learn more about the evolution of podcast marketing

READ MORE

Spotify Advertising

SHARE

TOPICS

- ADVERTISING
- MARKETING

#### The evolution of podcast advertising: What's next for marketers?

If you remember what old-school banner ads looked like in the 1990s, you know that digital advertising has come a long way. From the early days of display ads to viewability standards for video growth in digital ad spend has always been driven by the ability to reach specific audiences—and to measure the efficacy of the ads they see.

Audio advertising, however, has been a different story. Until recently, podcasts accounted for a small fraction of overall digital ad spend. But new data from eMarketer shows that US podcast ad spending will surpass \$2 billion by 2024. Podcasts now reach more than one-third of the US population for more than 30 minutes per day and recent adtech innovation has given advertisers the ability to scale, measure, and effectively target podcast listeners all over the world.

The podcast revolution is officially here, and it's been years in the making. The evolution of podcast advertising breaks down the history of the medium, the challenges for advertisers, and what the future of podcast innovation looks like. Here's a brief history of the advertising channel that's projected to reach 554 million global listeners by 2024.

#### 2004–2012: Digital formats, analog advertising

In the early days of podcasting, podcast creators and publishers began to monetize their content by simply recording their ad reads directly into the audio file for the specific podcast episode at hand. These spots became known across the podcast industry as "baled in" or "burned in" ads. For advertisers, baked-in ads represented a scrappy but unique opportunity to align with a trusted podcast or host—true influencer marketing.

However, baked-in ads presented some challenges. First, advertisers couldn't target specific audiences with certainty. Instead, reaching generalized demographics based on genre. Second, with the ads baked or burned into the audio file, advertisers couldn't remove stale ad creative.

#### 2013–2019: Dynamic ad insertion (DAI) marks a step up

Podcast listening continued to see a steady rise in listenership. Then in 2013, the podcast advertising industry took a step forward with the introduction of DAI. With DAI, an advertiser's ad read is recorded and produced separately from the podcast episode and the ad is inserted into the content at the time of download by the podcast's hosting platform. This meant for the first time, podcast advertisers could access basic targeting, control the insertion and refreshing of ad creative, and run ads across multiple episodes or podcasts.

#### New to podcast marketing?

Get the essential tips to podcast marketing from Spotify Advertising.

[Download for free](#)

#### How CMOs Think About Personalization

eMarketer Annual Insider | Make sense of US ad trends

MAKING SENSE OF US AD TRENDS

#### TKTix to surpass YouTube in US—and come after other apps in the process

The forecast: US TKTix users will spend more time with the social media platform this year than YouTube users will spend on YouTube. The difference will be just about a fraction of a minute but will expand in years to come.

Dive deeper:

- Three spent spending through TKTix has been growing fast, and the app is expected for getting users in 2023. The platform will cost Facebook and Instagram, with users spending 36.6 minutes on TKTix, 4 minutes more than Facebook's 34.6 minutes. Despite the social network seeing peak use.
- Time spent with Facebook is now declining, and TKTix is targeting YouTube. The *Spotify* app spent 3.5 minutes in the last year, then TKTix to follow a few months later. And in February, the app took a clear step toward long-form content with the introduction of TKTix Stories.

#### US TKTix Net Ad Revenue, 2021–2024

billions, % change, and % of digital ad spending

Year	Net Ad Revenue (billions)	% Change	% of digital ad spending
2021	\$1.1	12%	0.4%
2022	\$1.4	24%	0.6%
2023	\$1.8	29%	0.8%
2024	\$2.2	22%	1.0%

Read the full article.

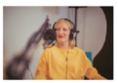
#### Webinar: 3 Elements of Political TV Advertising

TV has long been a foundation of political advertising, but as the landscape evolves to include all screens, marketers have to adapt only to boost their candidate's reach. Learn how to maximize reach through multi-screen ads, and the eMarketer's Best-Talk Webinars, presented by New York University.

[Register now](#)


#### The evolution of podcast advertising: What's next for marketers?

Podcasts are expected to reach more than 500 million listeners worldwide by 2024. With this growth and innovations in podcast advertising in audio, many marketers now see the channel as essential to their media buying strategy. Read this sponsored article, contributed by Spotify Advertising.



#### Amazon, NBCUniversal take prebid placement to another level via ad formats unveiled at NewFront

Video product placements are about to become big business. Both Amazon and NBCU were spotted new ad spots during the NewFront. Read the full article.





# Guaranteed Programs

## Content Syndication

Promote an exclusive, downloadable asset, with eMarketer to guarantee leads from your target audience

Dear Nancy,

There's no faster growing ad channel than connected TV (CTV). CTV ad spend will exceed \$14.4 billion in the US in 2021, per eMarketer's latest forecast. Download this [complimentary white paper, sponsored by MNTN](#), to learn more.

Enjoy the read,  
eMarketer Editors

CTV advertising has changed how brands ability to target specific audiences—much channel—is a major reason why. But with so many ways to slice it, knowing where to learn:

- The most prevalent first-, second- and third-party audience sources, including summaries on what they're useful
- The strategies that pair best with audiences to nurturing known prospects
- Why a programmatic, audience-first approach can unlock more touchpoints vs. more traditional TV advertising methods.

**Your Guide to CTV Audience Data**

[Download Now](#)

**Download Now**

First Name:

Last Name:

Company:

Email:

Job Title:

Phone:

-- Select Country --

Zip Code:

Number of employees at company?

Monthly CTV/OTT advertising spend

☒ Sign me up for the eMarketer Retail Newsletter, featuring articles and interviews covering retail performance, store productivity and consumer spending. Also includes Retail FYI - partner webinar announcements, whitepaper offers and more.

**Submit**

You can opt-out of eMarketer mailings at any time. Registration information will be shared only with the report sponsor, MNTN. By filling out this form, you agree to receive marketing communications from the sponsor. We care about your privacy. See our [privacy policy](#) below.

Enjoy this educational white paper, compliments of:

**mntn**

We care about your privacy, see our [privacy policy](#).

## Interactive Quiz

Packed with industry data, volumes of branding, and social share stickiness.

**terminus**

50%

For companies with mature ABM programs, "lead generation" is:

- ☐ #1 most important priority
- ☐ #2 most important priority
- ☐ #3 most important priority
- ☐ Not a top priority

**terminus**

40%

For mature ABM programs, leads just aren't that important.

**terminus**

Not a top priority

While lead generation will always be important, companies who've built sophisticated ABM programs don't rely on lead generation as a top priority for their marketing team, according to Terminus' State of ABM report. Instead, they focus their sales and marketing efforts exclusively on target accounts.

**Next**

"Many thanks for your partnership! We enjoyed working with your team."  
—Lauren Wolfen, Vice President of Client Strategy & Analytics, Tinuiti

PROMOTE YOUR CONTENT

INSIDER  
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eMarketer

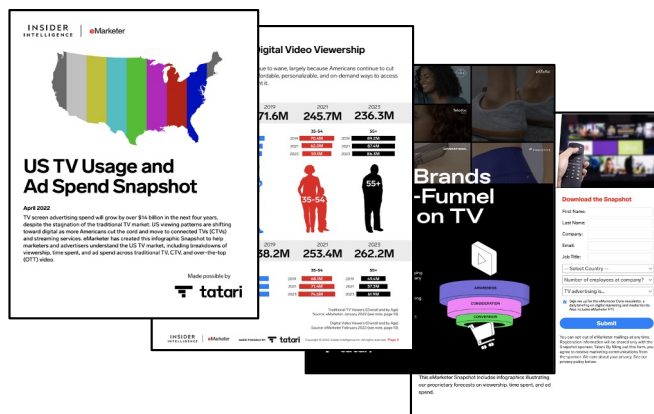
# Content Sponsorships

Leverage sought after research and editorial, covering trending topics with 100% share of voice.

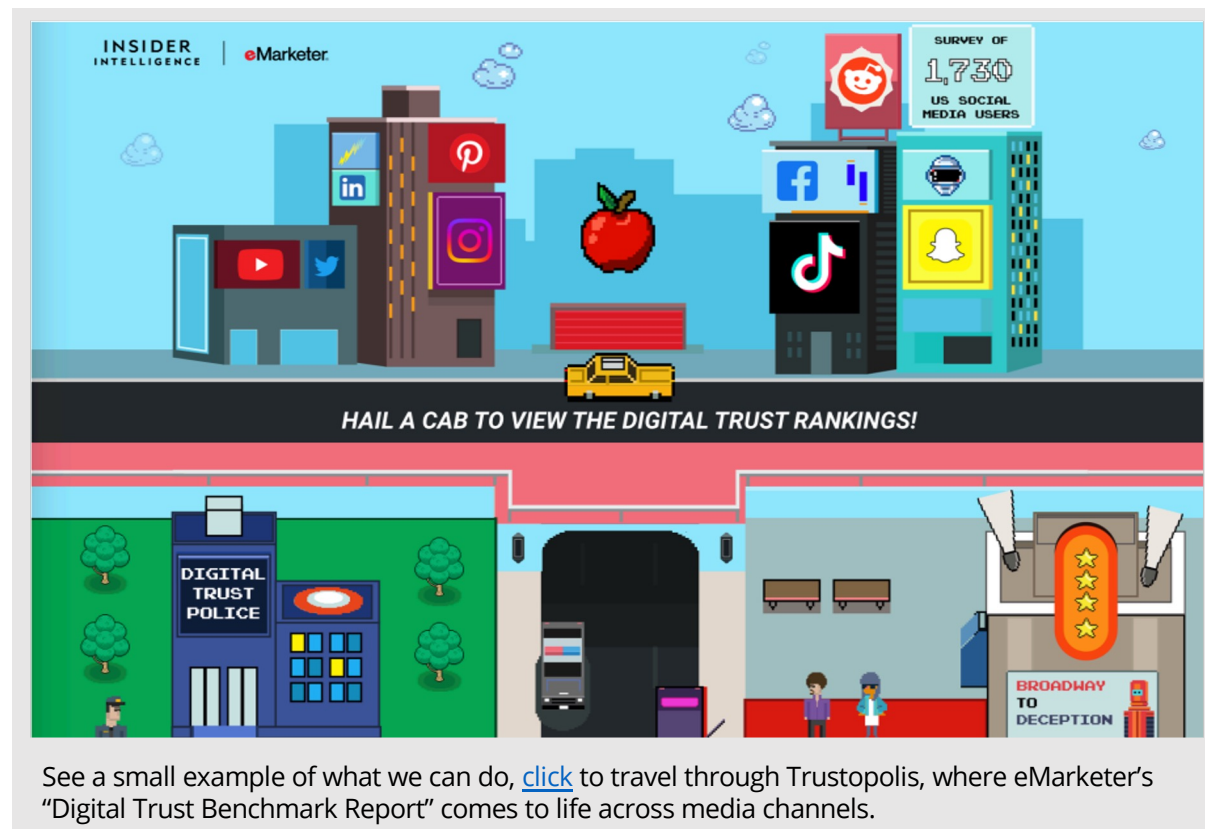
## Analyst Reports



## Snapshots



## Immersive Storytelling



**Plus**  
**[Roundups](#), [StatPacks](#), [Lookbooks](#), [Industry Insights](#), Top Charts & More**  
**Also Available Custom Content Creation**

LEAD WITH ANALYST CONTENT

INSIDER  
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# Live Video Webinars

## Tech-Talk

Moderated by eMarketer, the webinar features content created and presented by sponsor.

The screenshot shows a webinar interface for 'Tech-Talk Webinar | June 23 at 2pm ET' titled 'Unlock New Growth Opportunities with Social Commerce', sponsored by MARION ONE. The top section features a video feed with three participants: Samuel Larson (Marion Software), Elizabeth Kennedy (Marion Software), and a third person. Below the video, there's a 'Session Description' for 'Unlock New Growth Opportunities with Social Commerce', stating that presenters shared what the future of social commerce looks like and why it should be part of a channel strategy today. The interface also includes a 'Chat' window on the right with messages from participants, a 'Speakers' list, and a 'Moderator' section. A 'Watch Now' button is visible in the top right corner.

## Meet the Analyst

Content created and presented live by an eMarketer analyst and featuring an executive representative of your brand. The webinar covers industry-leading research and insights on a subject area of interest to the sponsor and their target audience.

The screenshot shows a webinar interface for 'Meet the Analyst' titled 'Defining the Modern Marketing Tech Stack', made possible by Adobe. The top section features a video feed with three participants: a woman, a man, and a third person. Below the video, there's a 'Session Description' for 'Defining the Modern Marketing Tech Stack', stating that today's marketers rely on a suite of evolving technologies to power their marketing. The interface also includes a 'Speakers' list, a 'Moderator' section, and a 'Watch Now' button. A 'Session Description' section is also visible, detailing the topics to be discussed.

“...a valuable session from start to finish. I enjoyed every moment of it. This was handled in the most professional and kind way.”

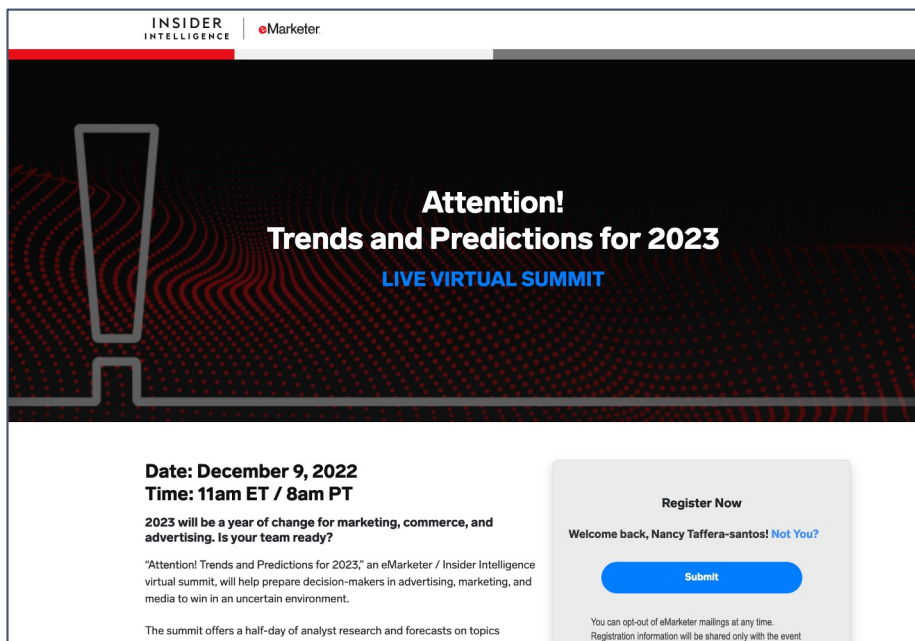
— Nadav Avidan, Director of Brand and Communications, North America, Appsflyer



# Events

## Virtual Summits

Attention!, an eMarketer Summit, are held quarterly and led by eMarketer's trusted analysts and key experts from the marketing community.



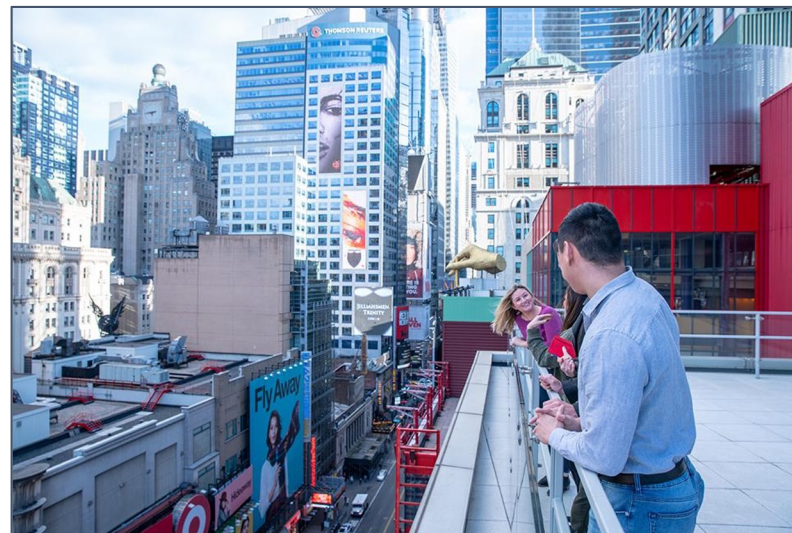
The screenshot shows the registration page for the "Attention! Trends and Predictions for 2023" Live Virtual Summit. The page features a large exclamation mark graphic on the left. The header includes the "INSIDER INTELLIGENCE" and "eMarketer" logos. The main title is "Attention! Trends and Predictions for 2023" with "LIVE VIRTUAL SUMMIT" in blue. Below this, the date and time are listed: "Date: December 9, 2022" and "Time: 11am ET / 8am PT". A paragraph states: "2023 will be a year of change for marketing, commerce, and advertising. Is your team ready?". A quote from the event reads: "Attention! Trends and Predictions for 2023," an eMarketer / Insider Intelligence virtual summit, will help prepare decision-makers in advertising, marketing, and media to win in an uncertain environment. Below this, it says: "The summit offers a half-day of analyst research and forecasts on topics...". On the right, there is a "Register Now" button, a welcome message "Welcome back, Nancy Taffera-santos! Not You?", and a "Submit" button. At the bottom right, there is a note: "You can opt-out of eMarketer mailings at any time. Registration information will be shared only with the event."

## Bring an Expert to your Event

eMarketer analysts are available to present at your events, whether they be live or virtual. We also offer webinar hosts.

## In-Person Events

Hosted at eMarketer's HQ in Times Square and featuring analysts and industry experts.



"We've enjoyed working with the eMarketer Team. Every individual has been extremely professional and outstanding in their craft..."  
—Nicole Agniel, Sales Director, Hoot Interactive



# Sample Advertisers



ACXION

 Adobe

acoustic

affirm

blueconic

channeladvisor



experian

Google

inMOBI

Meta

MERKLE



mntn



okta

  
pwc

Quantum  
Metric

Quotient



SHOPLAZZA

skai

Spotify

"We were happy that our Tech-Talk Webinar produced valuable leads. It also provided us a chance to showcase our brand through our unique content and interaction with the eMarketer team."

—Riikka Söderlund, Director of Brand Marketing, Smartly.io



ADVERTISING  
SOLUTIONS



Walmart  
Connect



INSIDER  
INTELLIGENCE

eMarketer

# Who We Are

Results-driven team of seasoned digital media experts committed to designing successful solutions for clients using eMarketer's powerful multimedia channels.

**For more info, contact:**  
**[advertising@emarketer.com](mailto:advertising@emarketer.com)**



**Nancy Taffera-Santos**  
Senior Vice President,  
Media Solutions & Strategy



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